

Bibliography

- Alan-Cruse, D. (2000). *Meaning In Language*. New York: OXFORD University Press.
- Altstie, T. and Grow, J. (2006). *Advertising Strategy: Creative Tactics from the Outside/In*. Thousand Oaks, London, and New Delhi: SAGE Publications.
- Biklen, S.K. and Bogdan, R.C. (1992). *Qualitative Research for Education: An Introduction to Theory and Methods*. Boston, London, Toronto, Sydney, Tokyo, and Singapore: Allyn and Bacon.
- Book, A.C. and Schick, C.D. (1996). *Fundamentals of Copy and Layout*. New York: NTC Business Books.
- Burgoon, M. and Ruffner M. (1974). *Human Communication*. United States: Holt, Rinehart, and Winston.
- Chomsky, C. (1969). *Linguistics and philosophy*. In S. Hook (Ed.), "Language and philosophy." New York: New York University Press.
- Drewniany and Jewler (2005). *Creative Strategy in Advertising*. Boston: Thompson.
- Fairclough, N. (2003). *Analysing Discourse*. New York: Routledge.
- Grundy, P. (2000). *Doing Pragmatics*. London: Arnold.
- Hurford, J.R. and Heasley, B. (1983). *Semantics a Coursebook*. Cambridge: Cambridge University Press.
- Kasher, A. (1998). *Pragmatics Critical Concepts*. London and New York: Routledge.
- Kempson, R.M. (1977). *Semantic Theory*. London, New York, and Melbourne: Cambridge University Press.

- Kleppner, O., Russel, T., and Verril, G. (1986). *Advertising Procedure*. United States: Prentice Hall.
- Leech, G. (1983). *Principles of Pragmatics*. London and New York: Longman.
- Maxwell, J.A. (1996). *Qualitative Research Design*. United States: SAGE Productions.
- Miles, M.B. and Huberman, A.M. (1994). *Qualitative Data Analysis*. London: SAGE publications.
- Milroy, L. (1987). *Observing and Analysing Natural Language*. New York: Basil Blackwell.
- Paul-Gee, J. (1990). *An Introduction to Discourse Analysis*. New York: Routledge.
- Porayska-Pomsta, K., Mellish, C. and Pain, H. (2000). "Aspects of Speech Act Categorisation: Towards Generating Teachers' Language". *International Journal of Artificial Intelligence in Education*. 11, 254-272.
- Schiffirin, D. (1994). *Approaches to Discourse*. Cambridge: Blackwell.
- Searle, J.R. (1969). *Speech Acts: An Essay in the Philosophy of Language*. London: Cambridge.
- Sutherland, M. and Sylvester, A.K. (2000). *Advertising and The Mind of The consumer*. Jakarta: Ppm.
- Thomas, J. (1948). *Meaning In Interaction*. London and New York: Longman.
- Wray, A., Trott, K. and Bloomer A. (1998). *Projects in Linguistics: A practical Guide to Researching Language*. London: Arnold.
- Yule, G. (1996). *Pragmatics*. New York: Oxford University Press.